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THE PEAK OF REFRESHMENT.

MENTHOL
Alpine

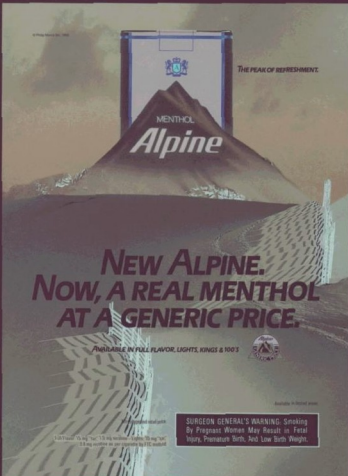
**NEW ALPINE.
NOW, A REAL MENTHOL
AT A GENERIC PRICE.**

AVAILABLE IN FULL FLAVOR, LIGHTS, KINGS & 100'S

Available in limited areas.

100'S (tar) 15 mg "tar," 1.0 mg nicotine av. per cigarette by FTC method.
0.8 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

The advertisement features a central image of a cigarette pack for 'Alpine' brand, which is shaped like a mountain peak. The pack is white with a blue border and a small crest at the top. It is set against a background of a vast, hazy mountain range under a cloudy sky. In the foreground, a winding road or path leads towards the mountains. The overall color palette is muted, with earthy tones and soft lighting.